2: Hockings E-4,5 (1962-1977) 1980
AW50 Badaga AW50

582 583 for a progressive, educated groom is like purchasing security for one's daughter.

565 454 No longer are the wealthiest families members of the gentry. The latter have recently been supplanted by *parvenus* with the ability to wield more influence and political power. These *nouveaux riches*, contractors, businessmen, dealers in illicit liquor[5] and plantation owners, have wherever possible reinvested their earnings in tea or coffee estates and private bus lines. Occasionally, too, this new-found capital has been invested in Badaga-owned businesses in the towns. Another popular type of investment is in sending sons to college, which can bring prestige to a family in a short space of time. Men who obtain degrees in law or medicine are assured a high social position in the Nilgiris, where they usually practise, but those who manage only a B.A. or B.Sc. find it brings some prestige but rarely a well-paying job. Nevertheless, upwardly mobile families wish their sons to take a bachelor's degree and then to settle down in their home villages and farm the land.

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184 556 Among those wealthy enough to expect or to pay a substantial gift at marriage, fulfilment of their traditional roles in the society can become a problem-laden, anachronistic burden. Such men may command annual incomes a hundred times greater than the average for other men in their home village. As a consequence of this newly apparent inequality the wealthy are constantly plagued by importunate villagers and distant relations, as well as Toda and Kota friends, who try to activate traditional bonds of kinship or friendship so as to grasp their share in the power and influence of the *nouveaux riches*. It is therefore not surprising that the wealthiest Badagas have tended to leave their natal villages and build themselves comfortable houses in a town or in the middle of their tea estates. As the wealth of these families grows and as the possibility of their upward mobility, as modern Indian families rather than Badaga villagers, becomes a reality, their attitudes towards the traditional society and its marriage regulations change. No longer are the requirements of their old culture so demanding or so relevant, for these people are now oriented towards a larger South Indian society whose aims and ideals are for them represented in the morality and the cultural paraphernalia of modern romantic Indian films.

(166) (177)

THE NEW FACTIONS

578 By the end of the nineteenth century there may have been several

2: Hockings E-4,5 (1962-1977) 1980
AW50 Badaga AW50

554 During the latter part of the last century there was a transitional phase when neither the size of the gentry family nor its wealth determined its status: its influence derived mainly from its reputation or strength of character, we are told. In this century all (556) Badaga families, whether gentry or not, have a prestige commensurate with their wealth: the unusually affluent family now receives the respect and wields the power of a gentry family even though it is not one.

554 Generally all the headmen and their key assistants belong to the gentry; and during the nineteenth century the British appointed 555 *manegars* and *karnams* from among the gentry, too.[17] In the (622) twentieth century, as we have seen, literacy was considered more (647) important than birth in these appointments. In fact this century has witnessed a shift away from ascribed status towards achieved status. It is now becoming less relevant whether a man was born to the gentry or is a Ha:ruva or Torea than whether he has acquired college education and a good job. However, even though there are 565 now signs of socio-economic classes emerging, rural Badagas do not yet discuss their social life in terms of such distinctions as landed/landless, wealthy/poor or educated/uneducated. Individuals are known to vary in these qualities but so far the variation is a matter of degree and has not been schematized in Badaga thinking into a series of neat dyadic contrasts.

554 In the operation of their social system today the Badagas recognize a dozen major criteria for social differentiation,[18] which they do conceive as the following dyadic contrasts:

(1) Man/woman
(2) Adult/child
(3) Nilgiri/non-Nilgiri
(4) Badaga/non-Badaga
(5) Gentry/non-gentry
(6) Lingayat/non-Lingayat
(7) Vegetarian/meat-eater
(8) Our phratry/other phratries
(9) Agnates/affines (or our clan/other clans)
(10) Our village/other villages
(11) Factional divisions
(12) Hindu/Christian.

This classification is one of cross-cutting categories: each person can place himself and everyone he normally interacts with on one side or the other of each category. These are at different levels of